Crypto Business Models & Defensibility

PRESENTER

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Blockchains are computers.

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Blockchains are ecosystems.

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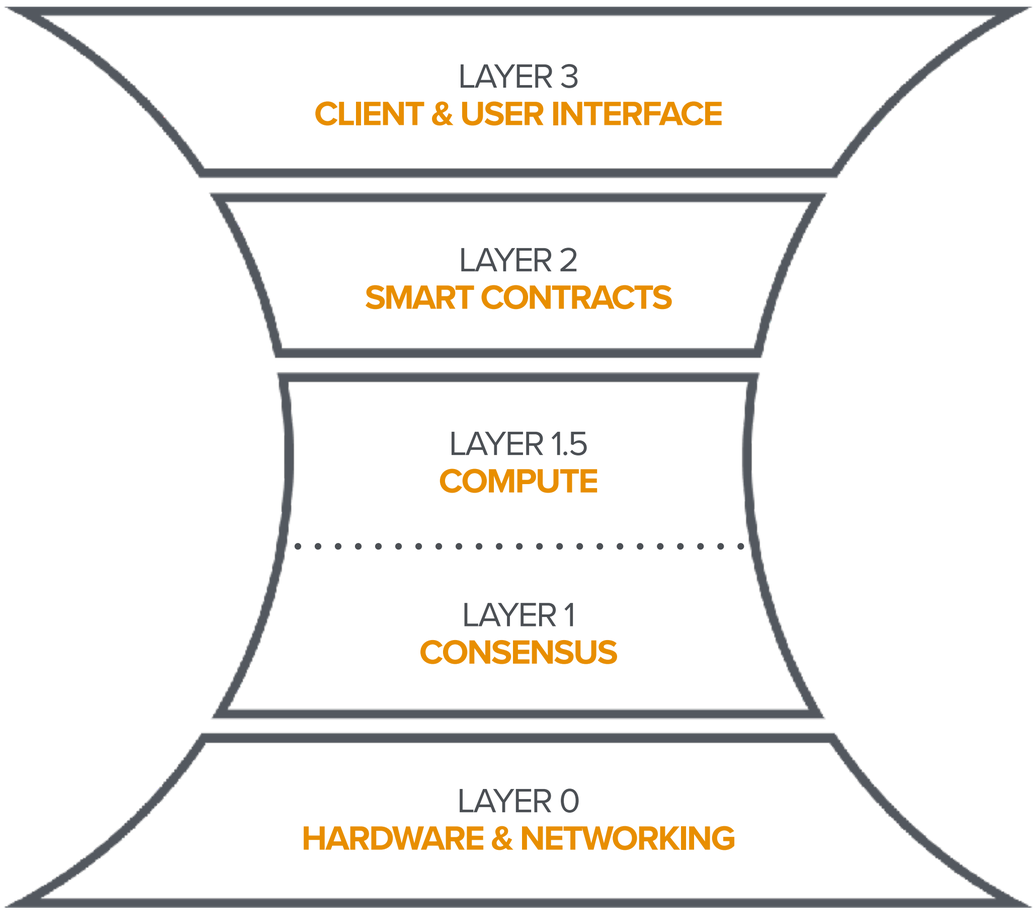
Blockchains Are Ecosystems

A Walk up the Stack



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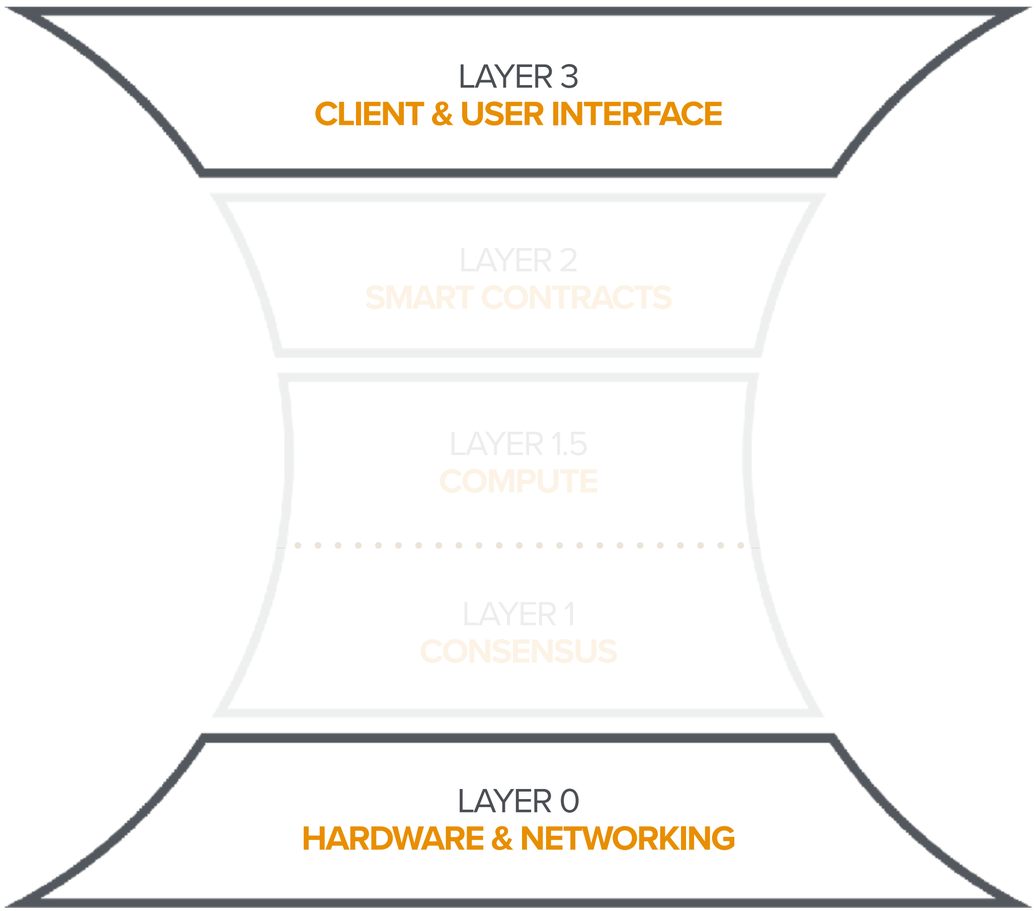
The Periphery



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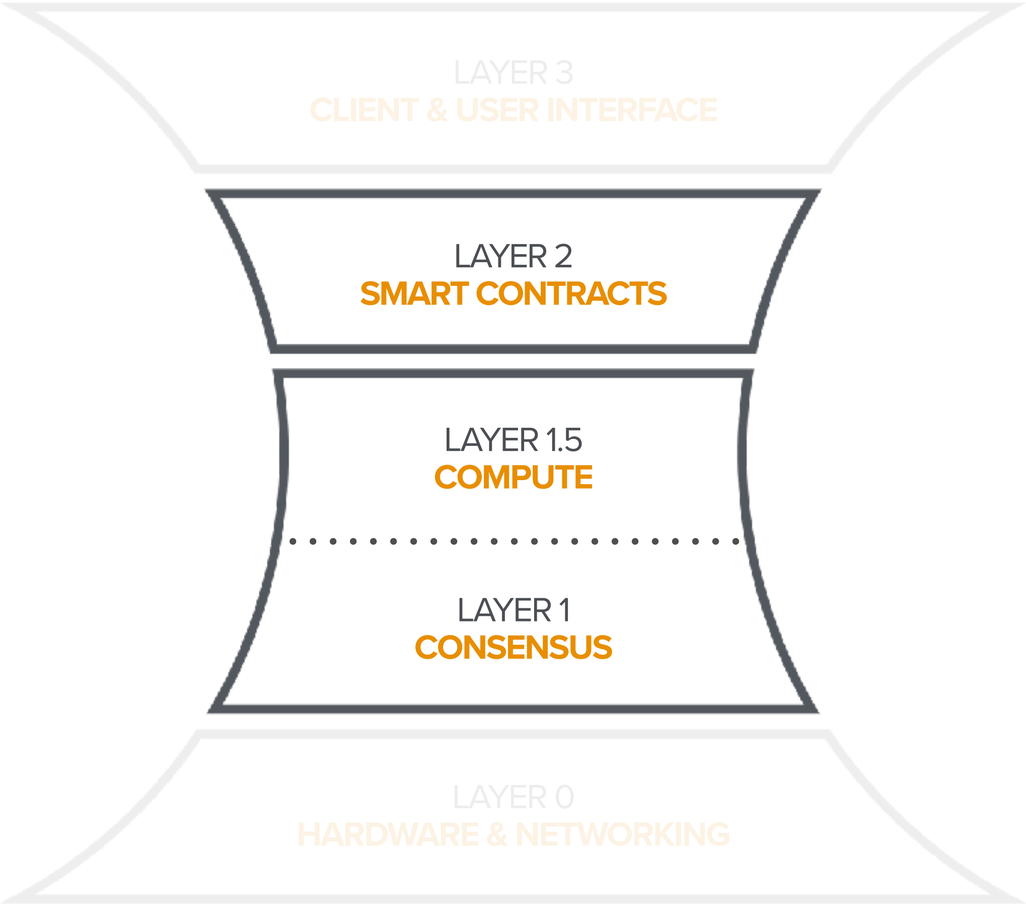
The Core



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Core Crypto Business Model

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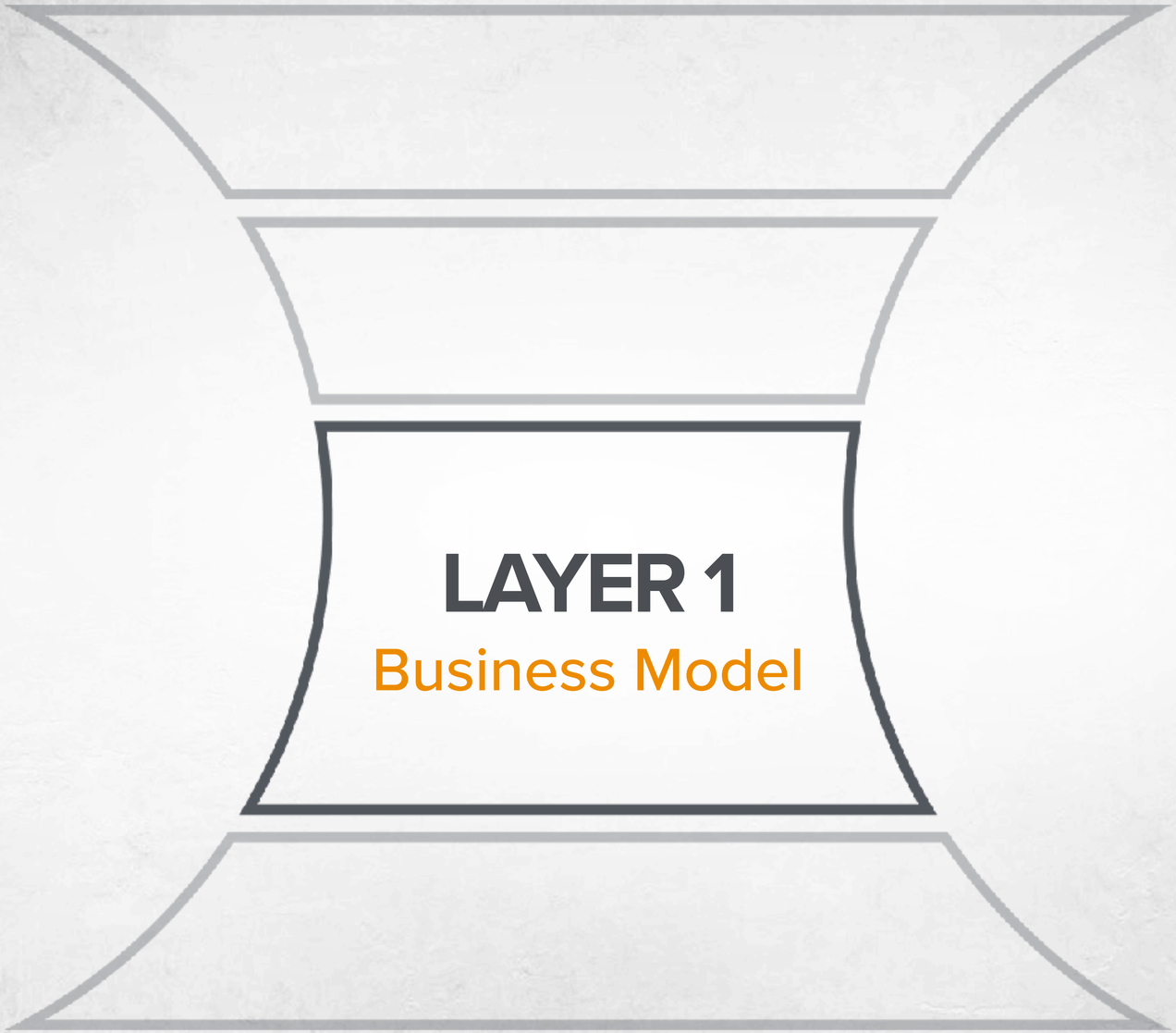

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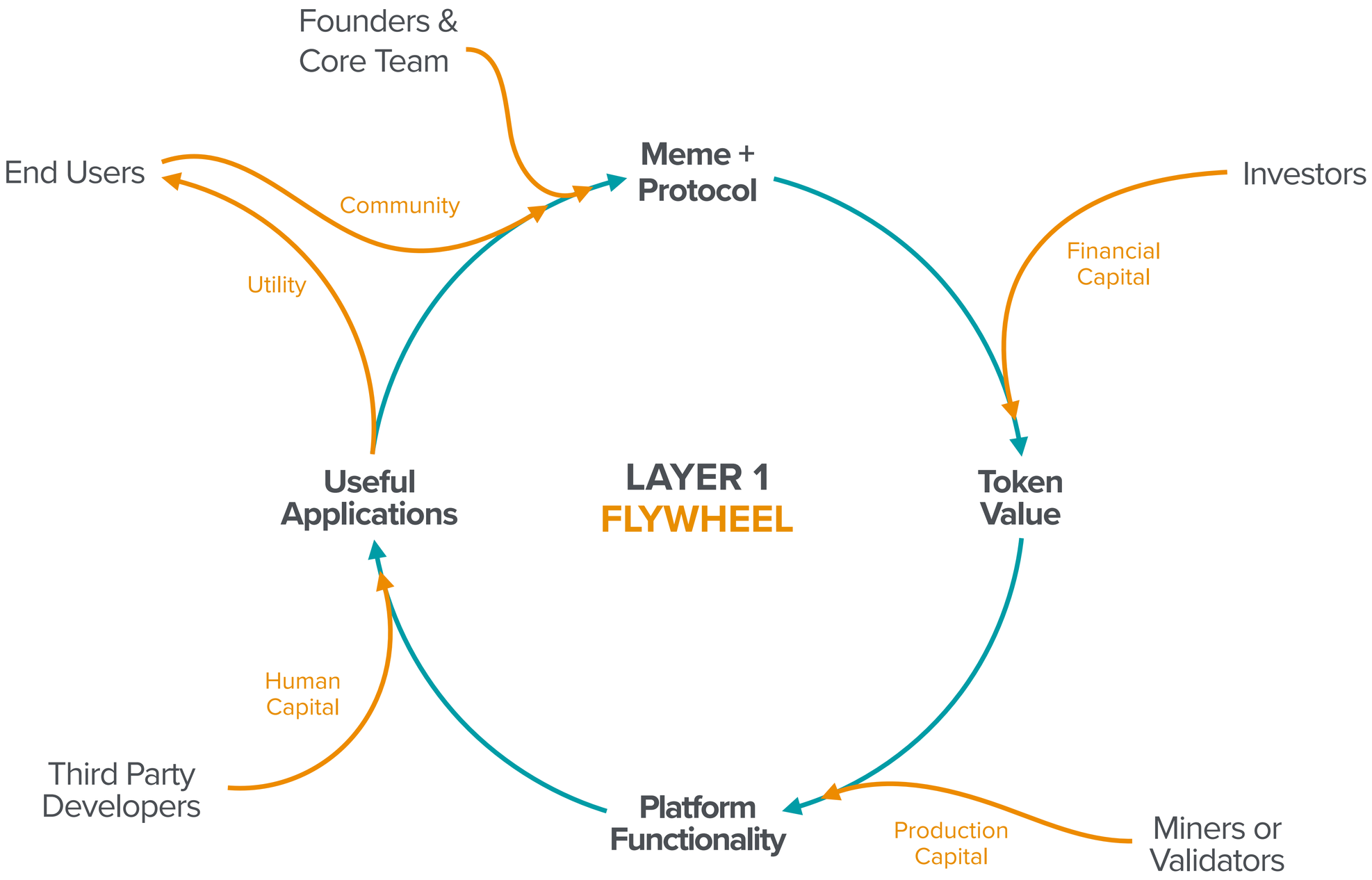

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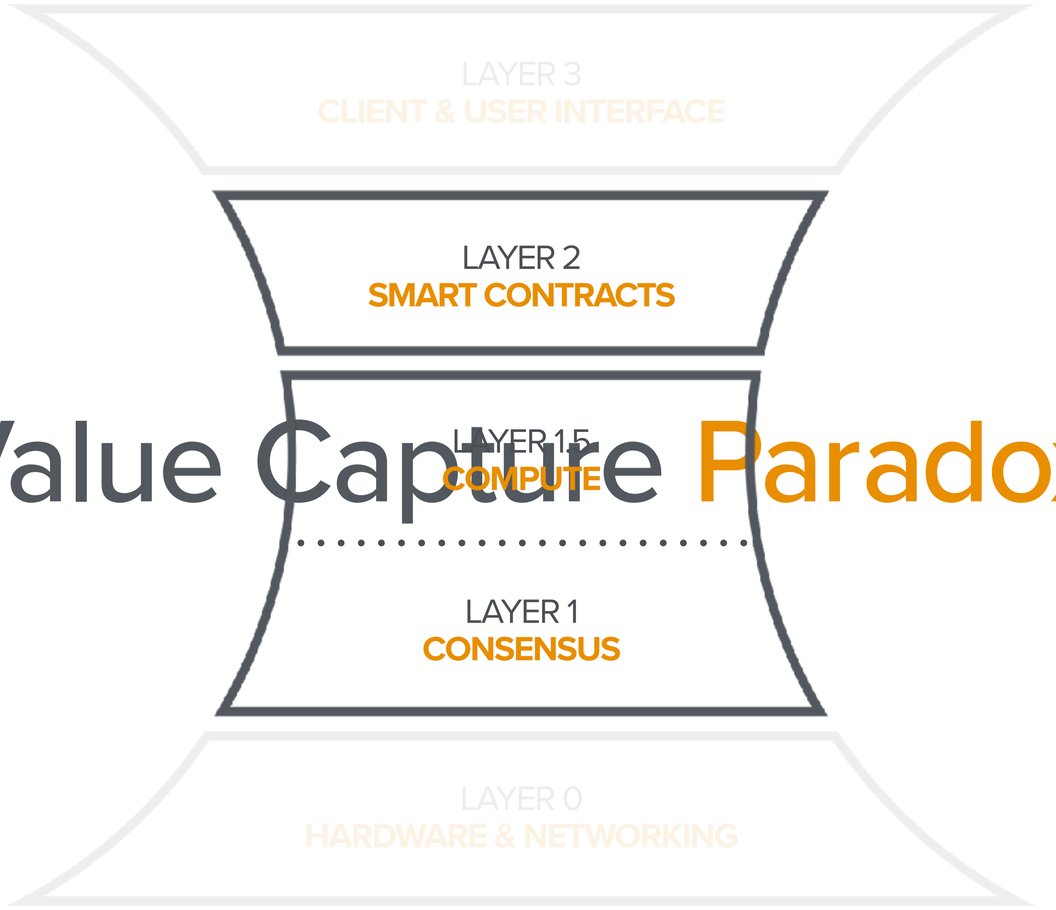
Value Capture Paradox



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Network Effects

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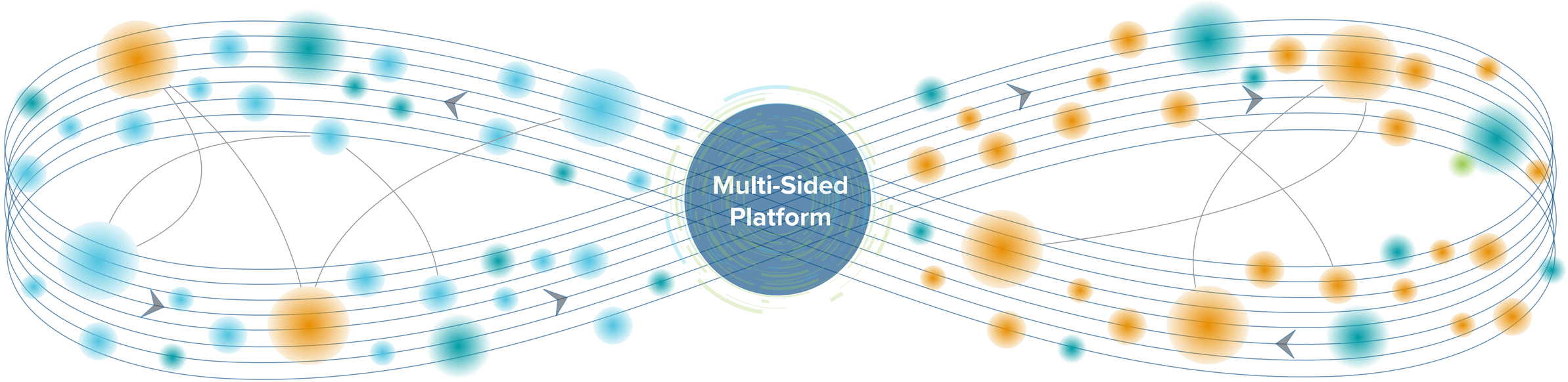
Cross-Side Network Effects

Examples: Lyft, iOS



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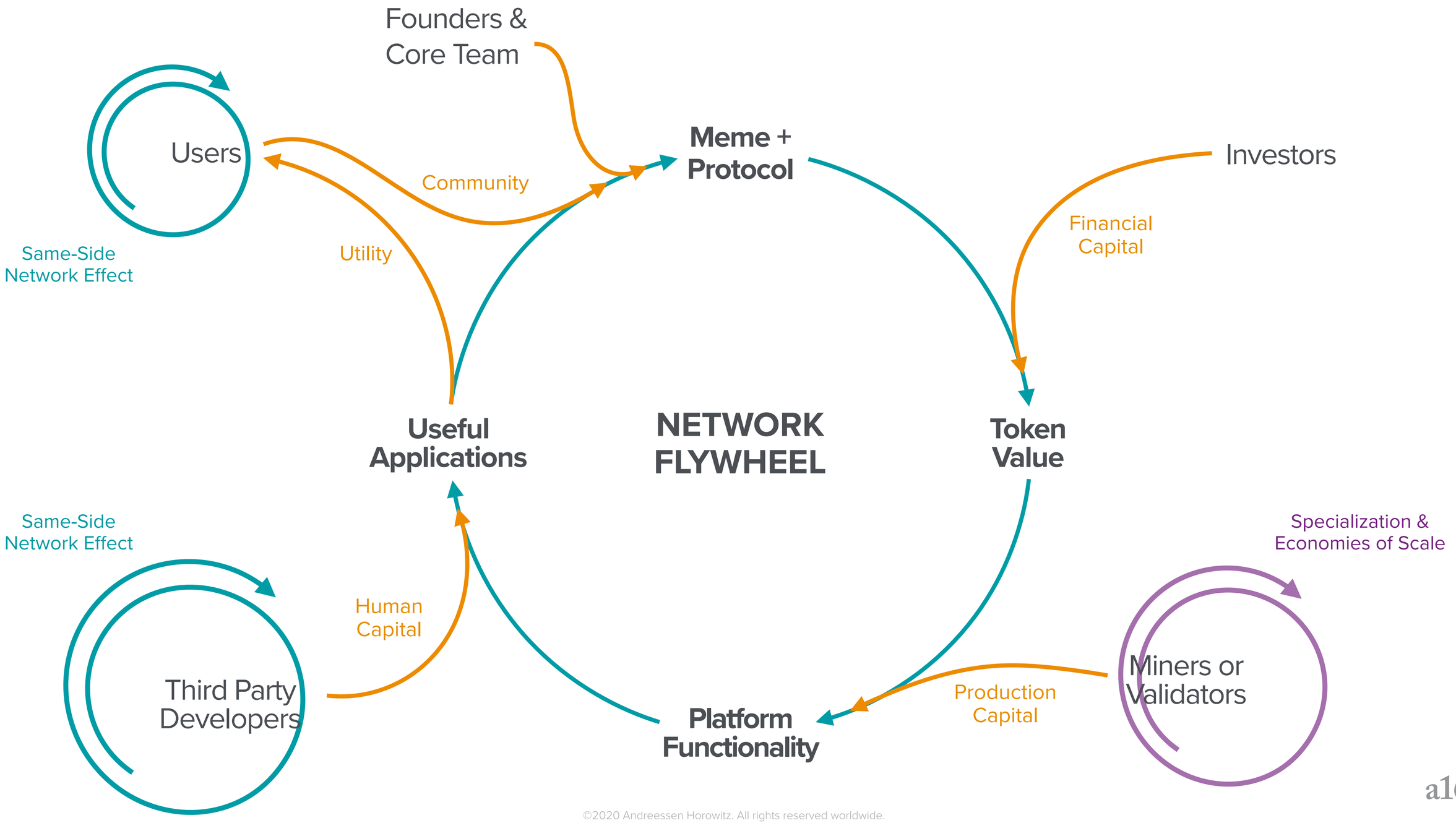

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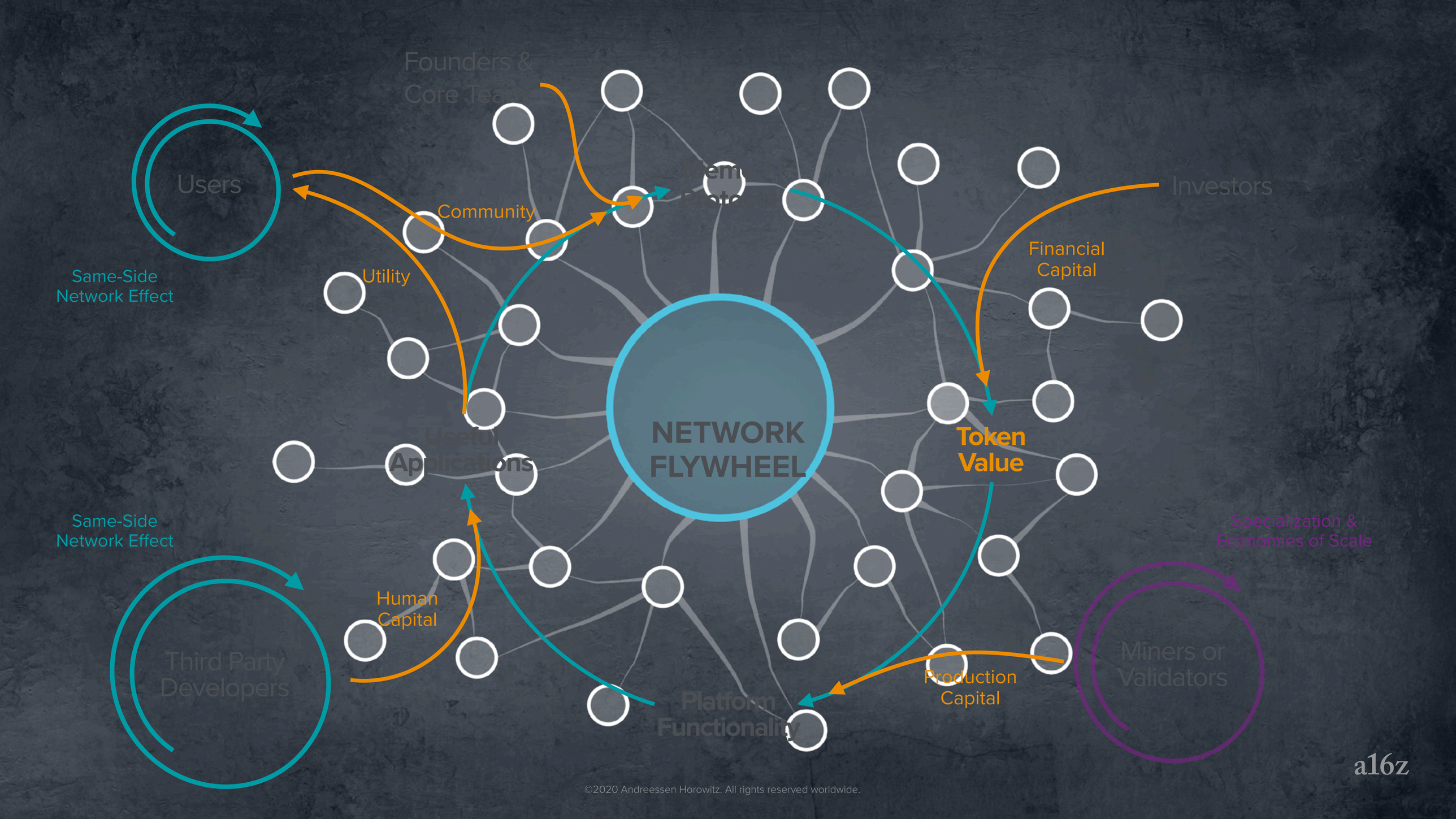

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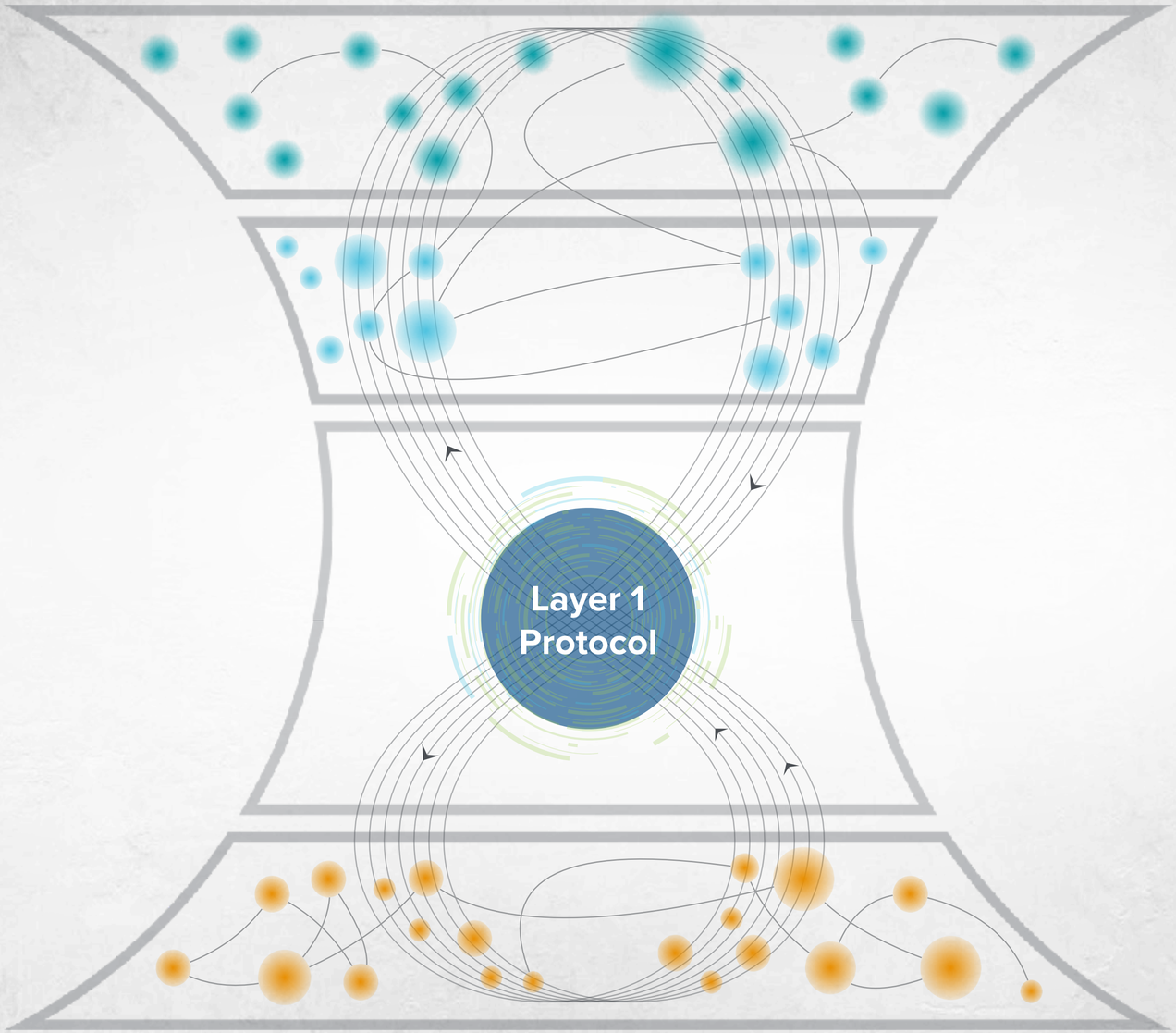

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Community Owned & Controlled

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Community Owned & Controlled → Autonomous Programs

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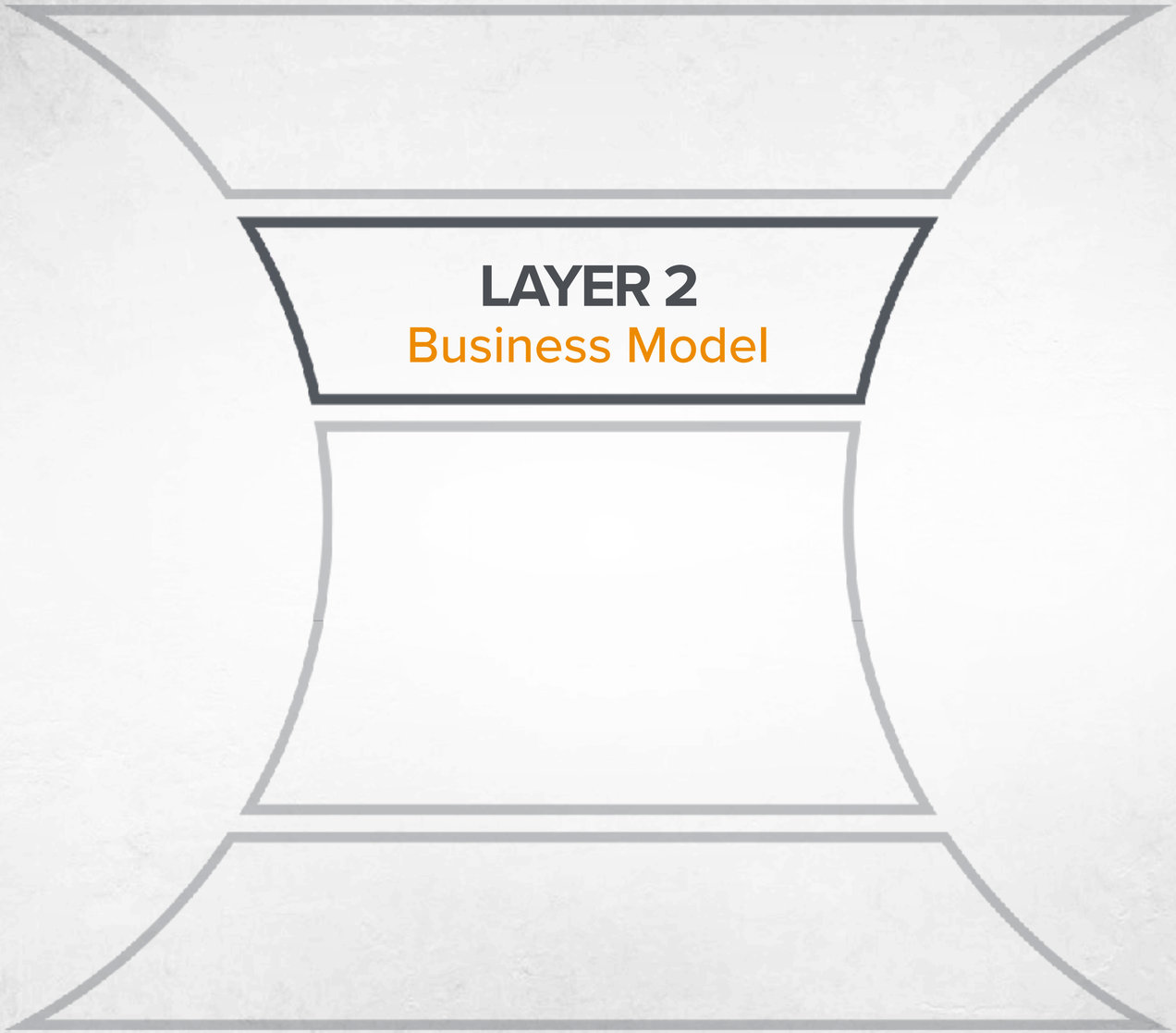

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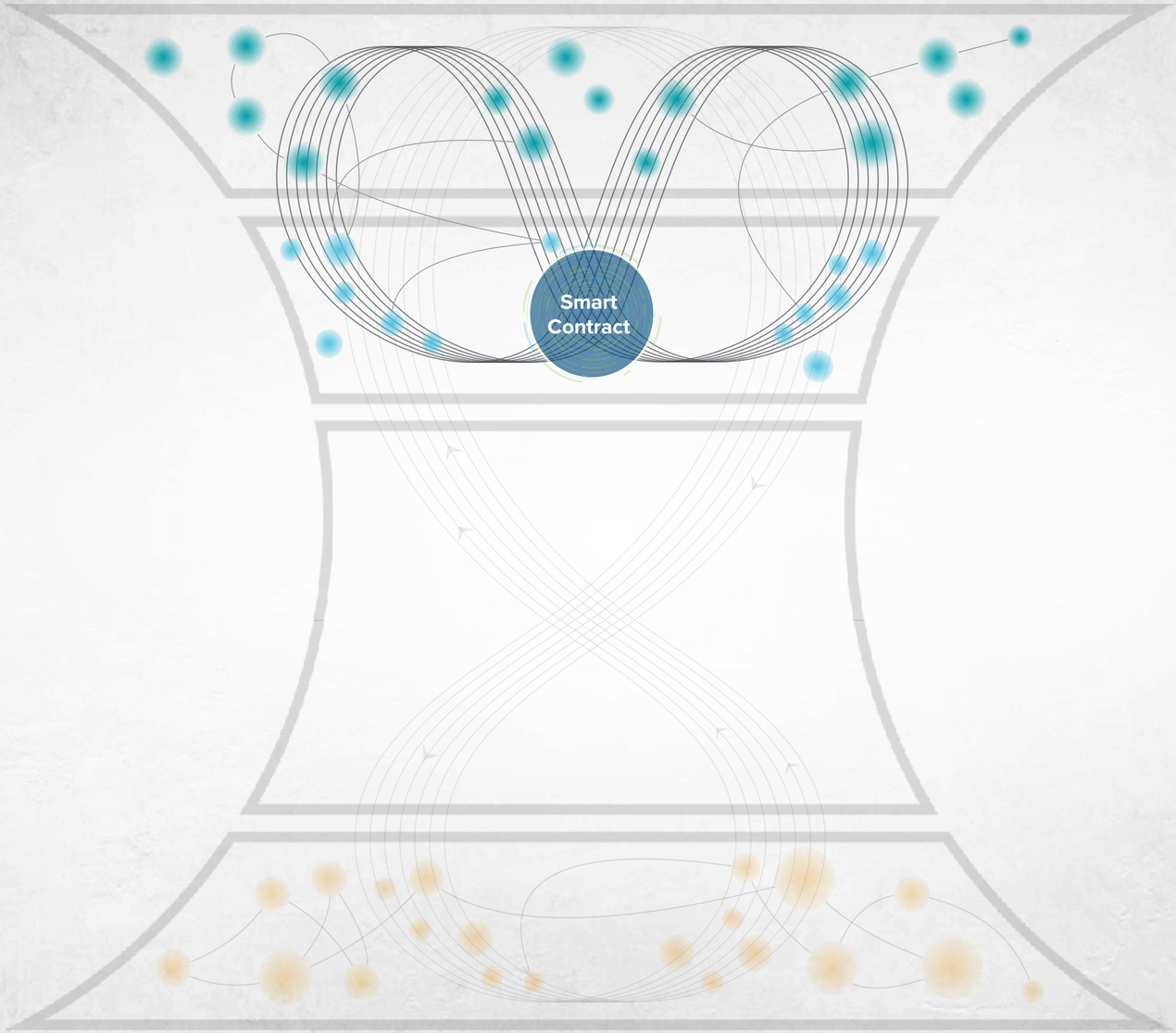

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Examples

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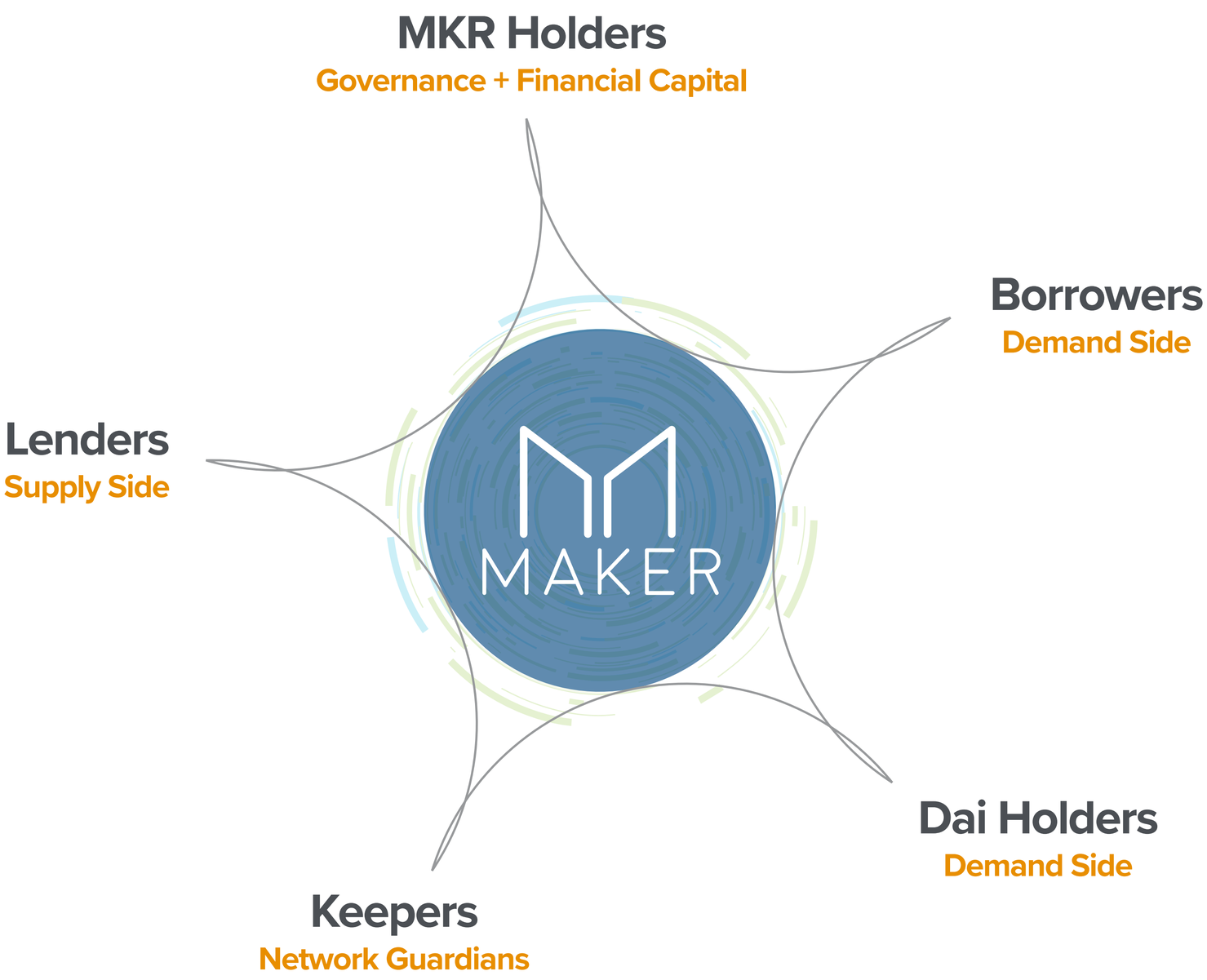

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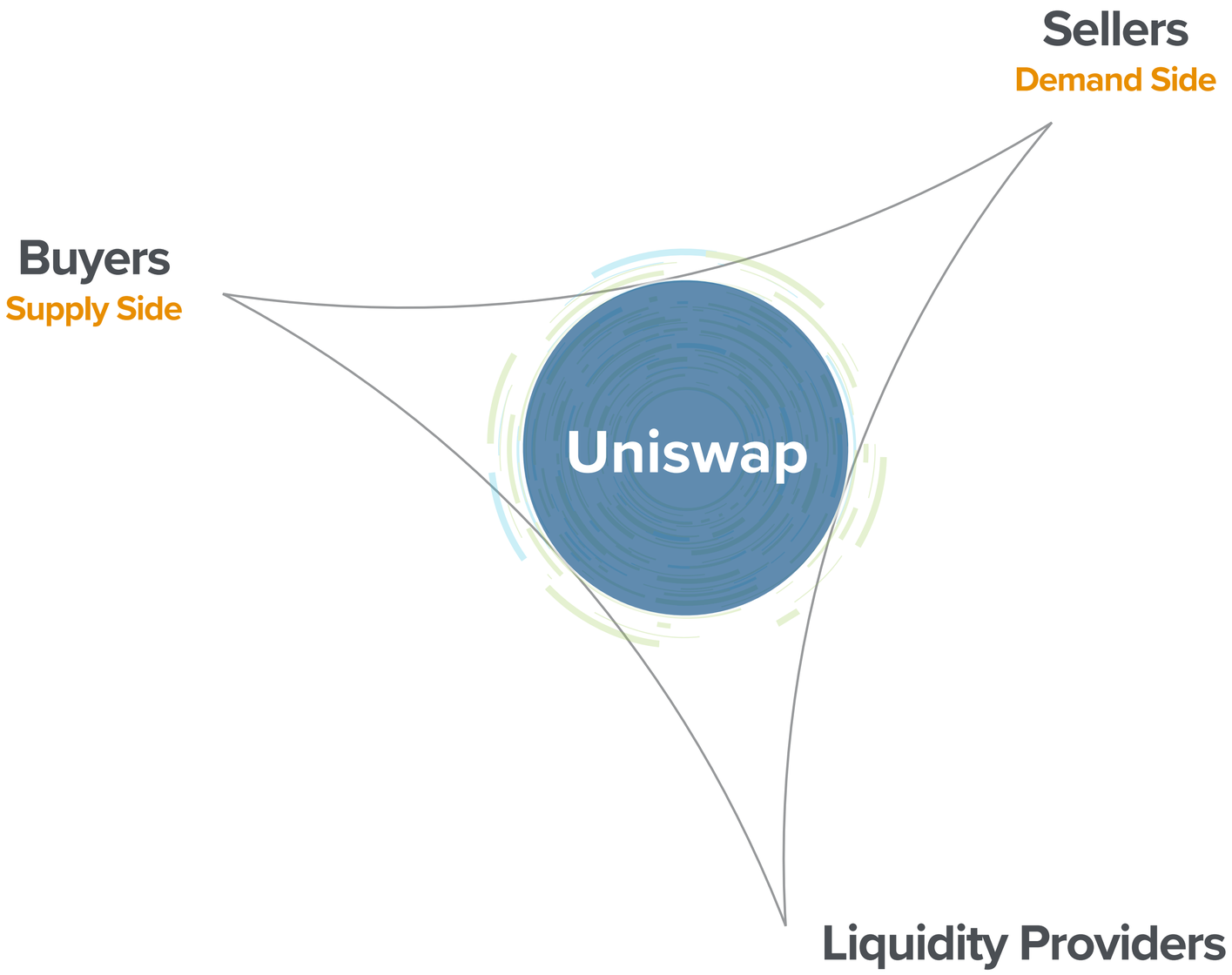

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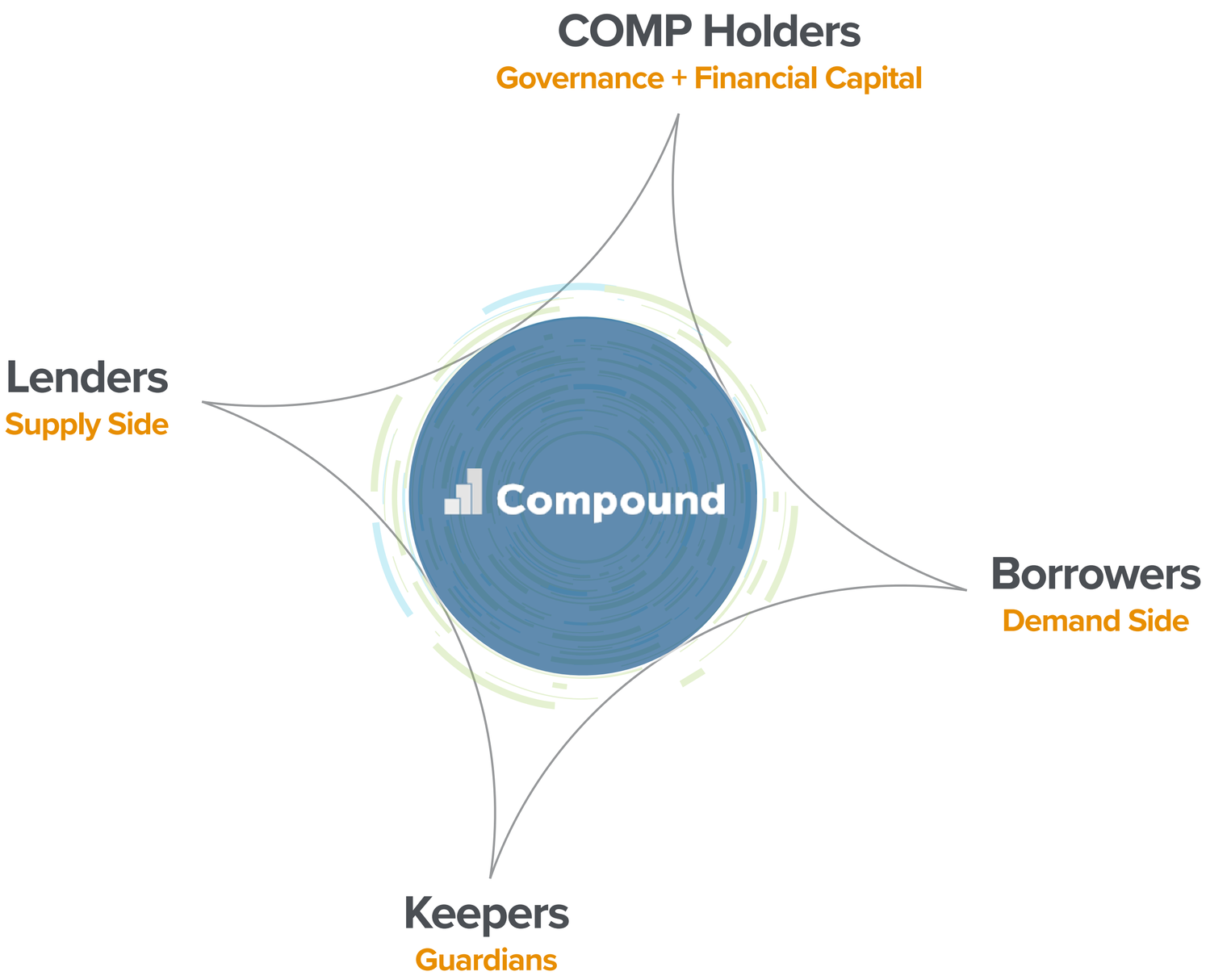

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Compound

Case Study

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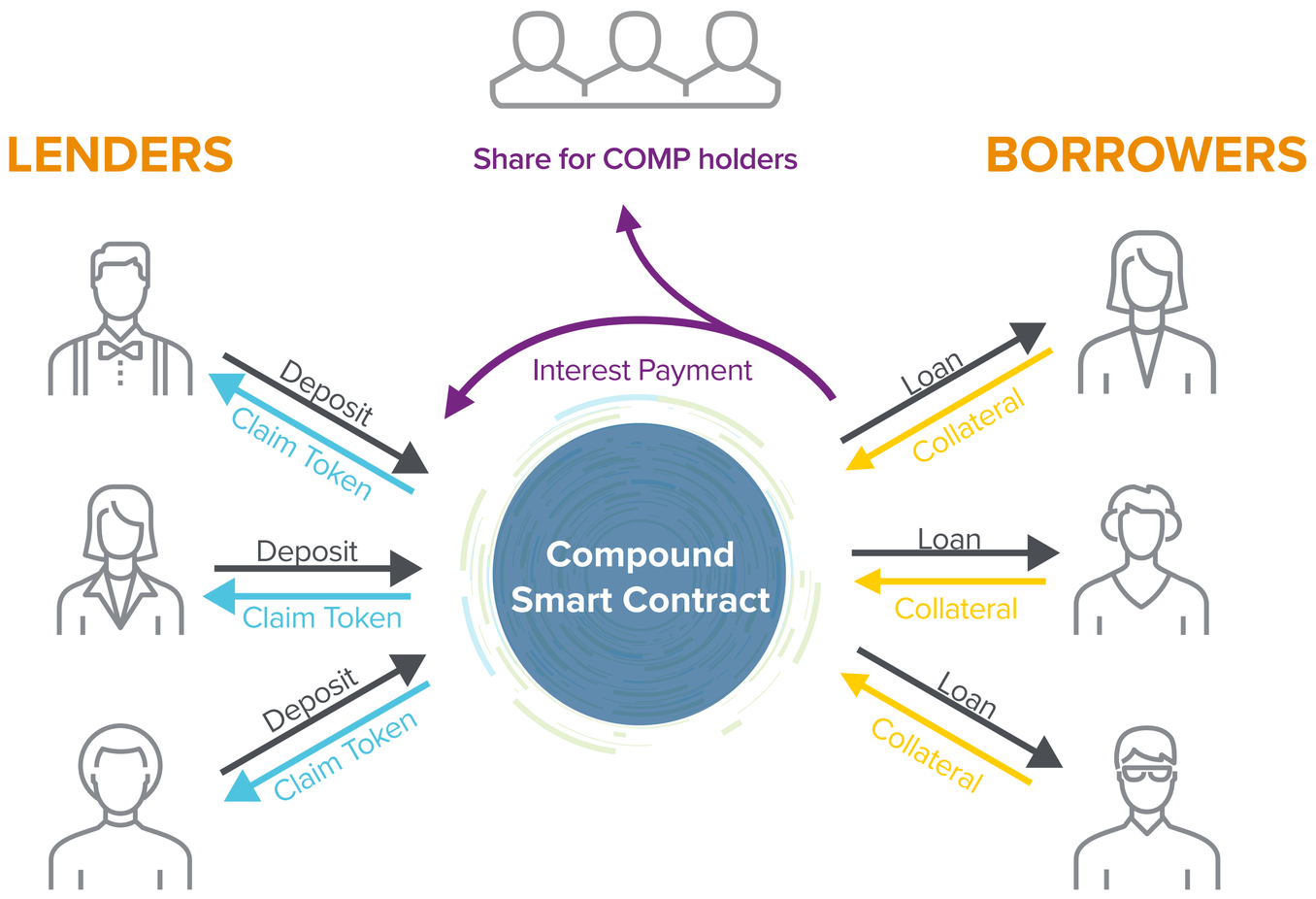

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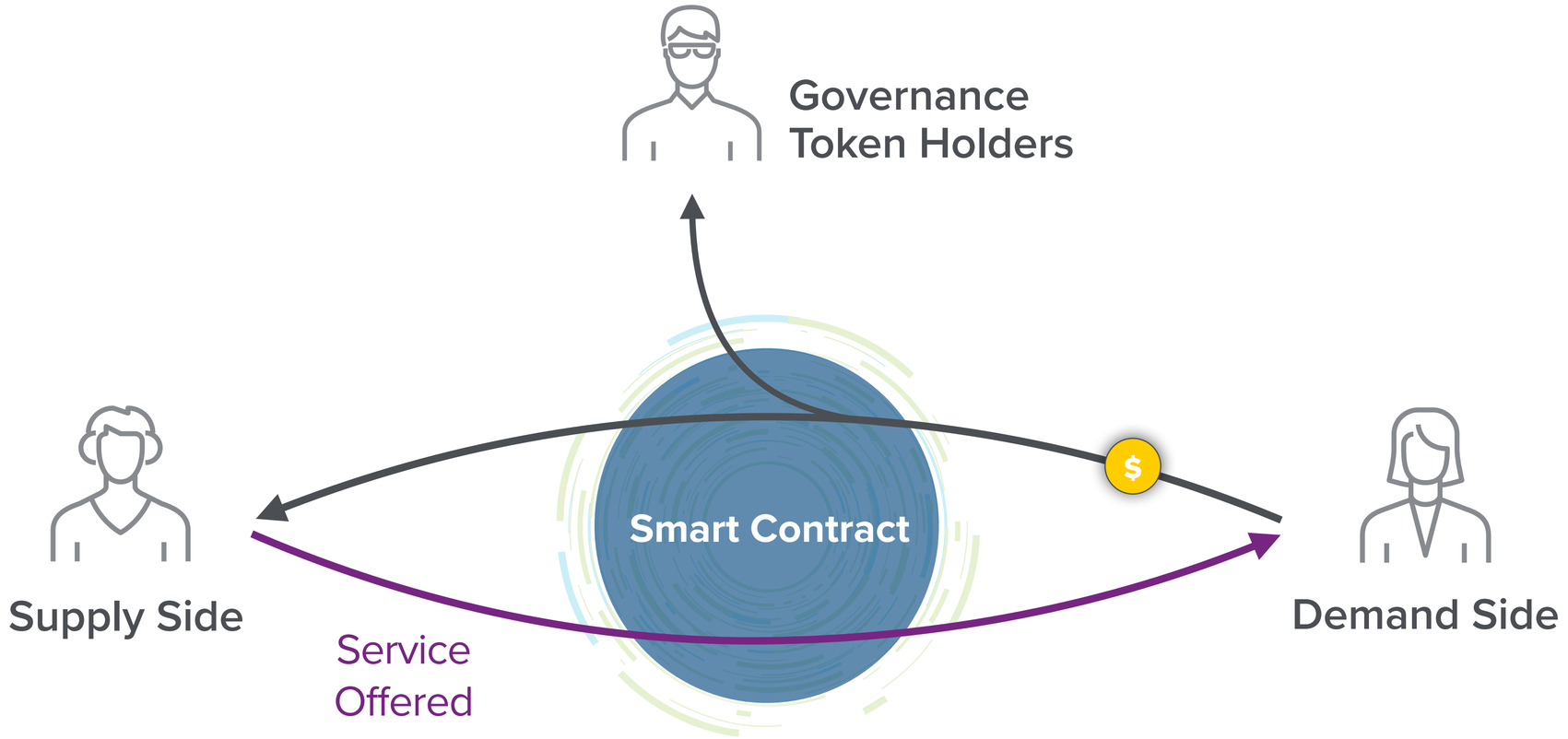
Core Layer 2 Business Model

Capture a Revenue Stream



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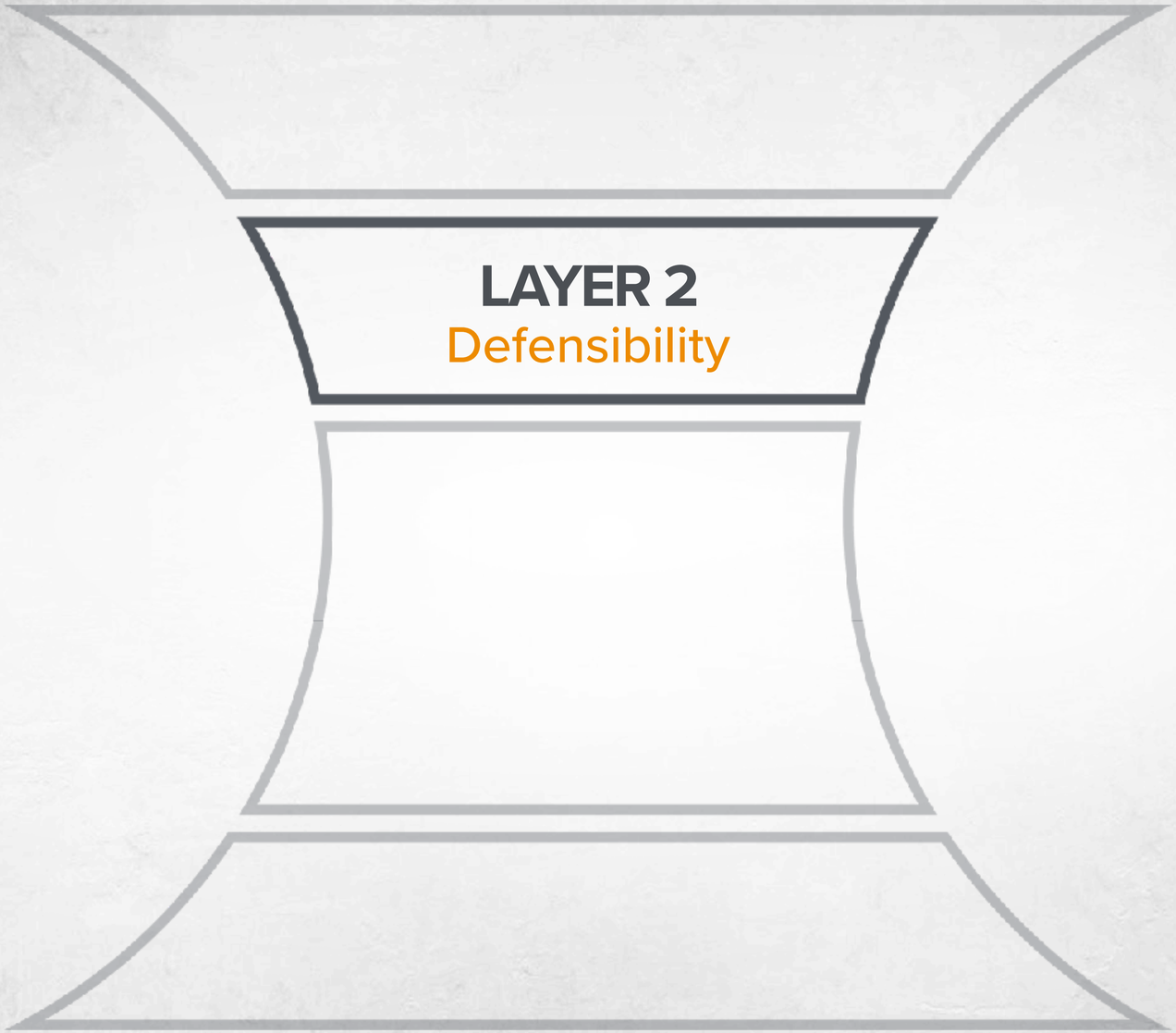

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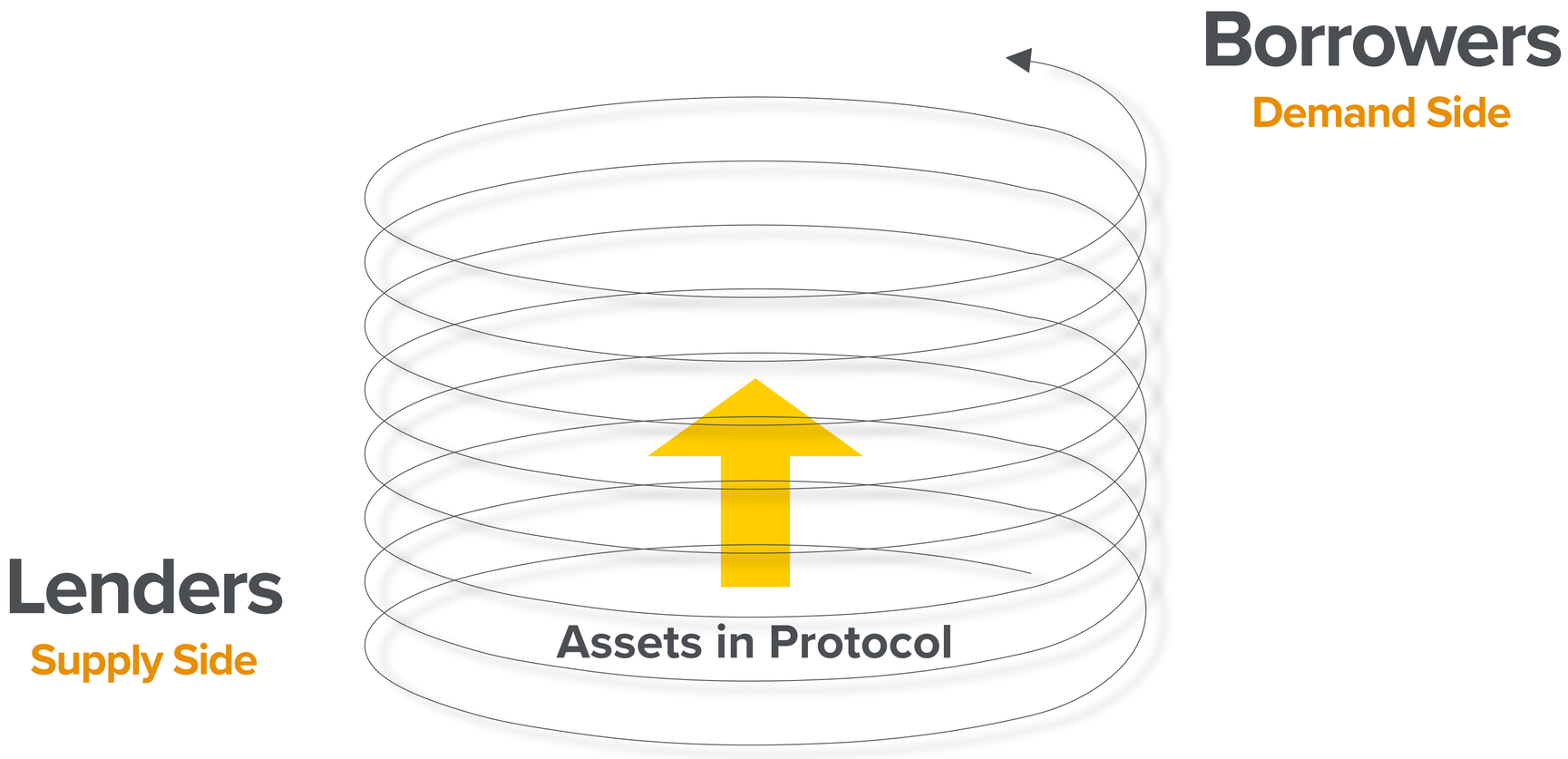
Virtuous Cycle

Example: Compound



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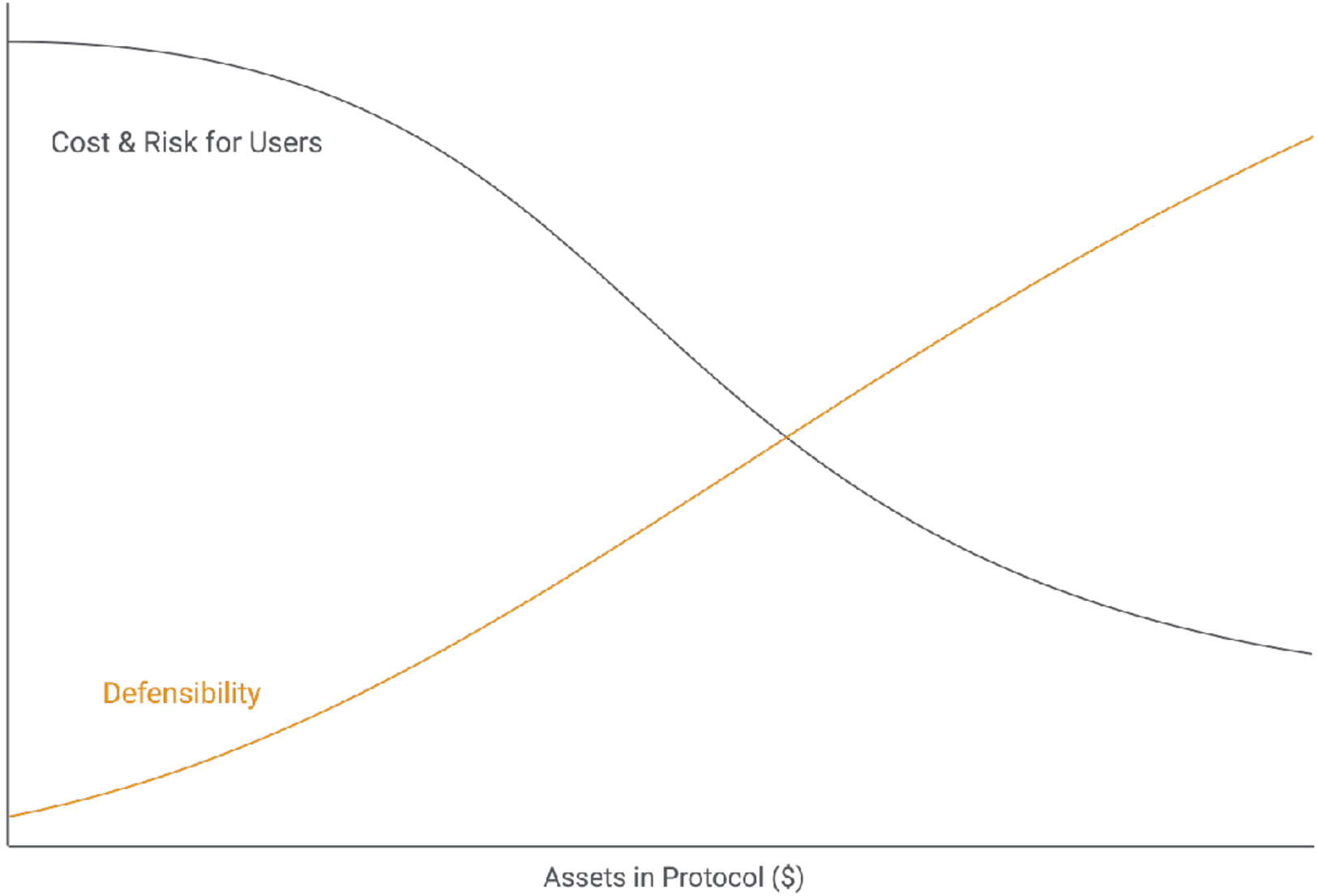
Compound Network Effects



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Exercise: How is defensibility affected by:

1. Fragmentation of assets in protocol across contracts?
2. Distribution of assets in protocol between users?
3. Rate of churn of assets in protocol?

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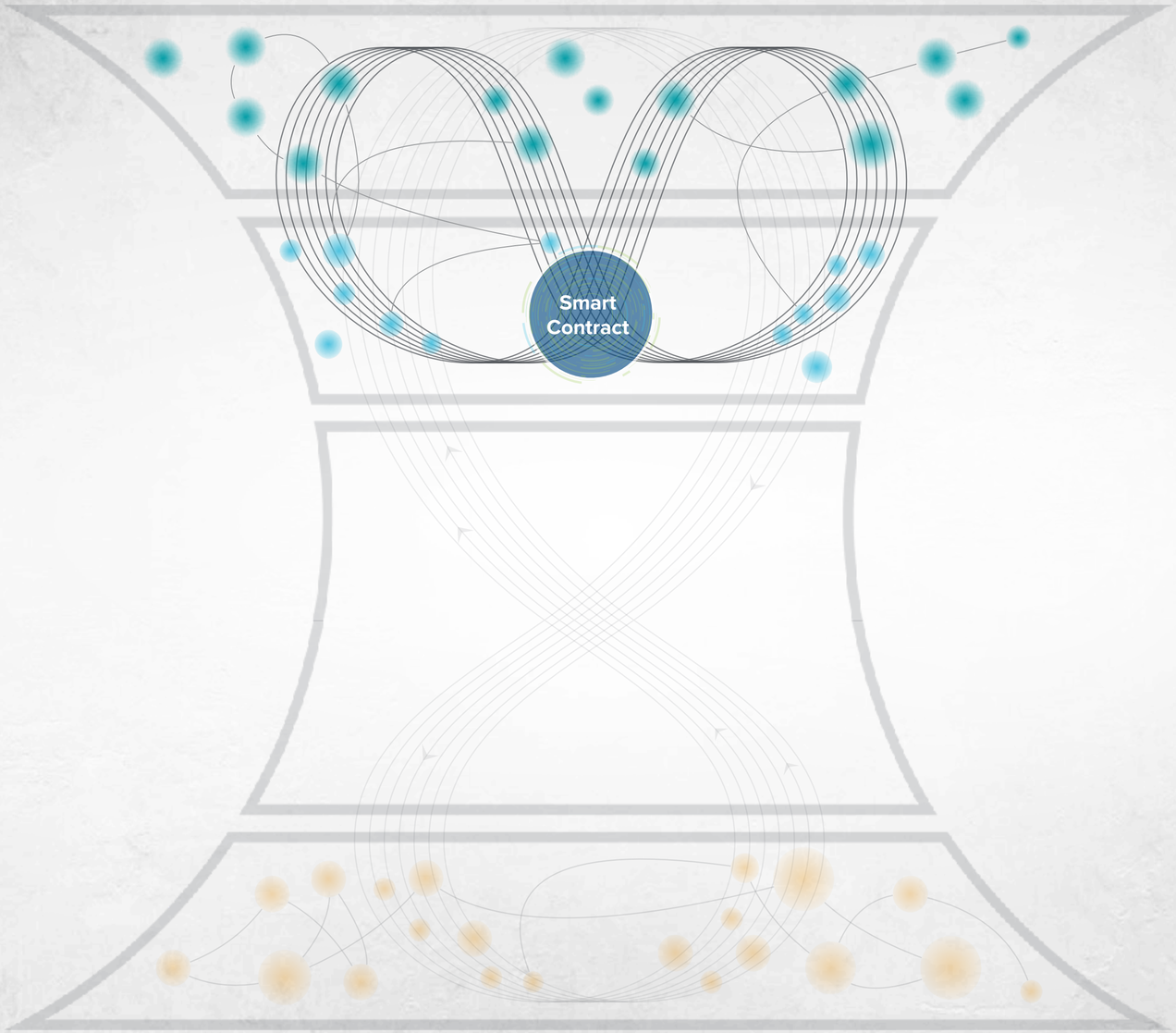

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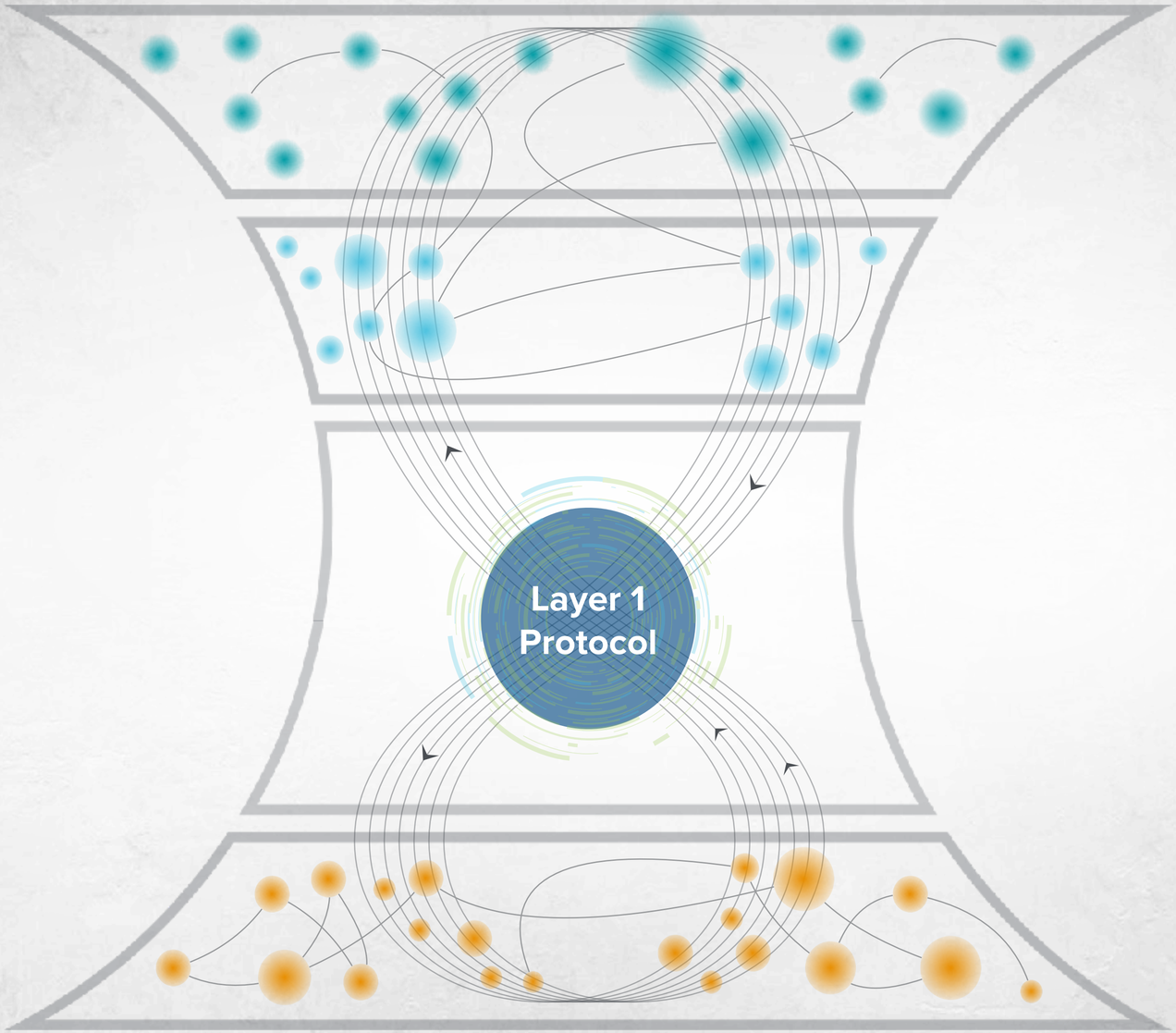

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Value Capture in Crypto

Multi-Sided Platforms

Network Effects

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